## State of Idaho

## DEPARTMENT OF INSURANCE

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## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

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## **Unlicensed Health Insurance Company Liquidated in Tennessee**

May impact some Idaho consumers

BOISE ID (June 3, 2010) – A Tennessee court has issued a liquidation order for several entities who have induced consumers to purchase bogus health care coverage. Idahoans who have purchased these products have until August 31, 2010, to file claims for unpaid medical bills or refunds of premiums.

Tennessee named Smart Data Solutions LLC, American Trade Association Inc, American Trade Association LLC, Serve America Assurance, and several others as respondents in the petition.

"Unscrupulous people would take advantage of consumers who are struggling to purchase affordable health care coverage. We urge Idahoans to contact the Department of Insurance to verify that the company and agent they are working with are licensed to do business in Idaho," says Department Director Bill Deal.

The Department's Consumer Affairs office has received complaints about Real Benefits Association, a company involved in this action. Real Benefits Association marketed health insurance products in Idaho but is not a licensed insurer.

South Dakota and several other states have issued cease and desist orders against Real Benefits Association.

Consumers should contact Consumer Affairs Officer Eileen Mundorff at 208-334-4326 with questions or for assistance in filing claims.

To view the Tennessee liquidation order and proof of claim form, go to www.americantradeliquidation.com.

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